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## Logo Usage Guidelines

Typefaces and colors for the application of the Philadelphia World Heritage City's logo.

## PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .eps format.



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EPS	worldheritage_pms.eps
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## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

## RGB

The RGB logo should be used for online usage, in-house printing and documents.



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EPS	worldheritage_cmyk.eps worldheritage_rgb.eps
JPG	worldheritage_cmyk.jpg worldheritage_rgb.jpg
PNG	worldheritage_cmyk.png worldheritage_rgb.png

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**BLACK**

The black logo should only be used for publications that are printed in black & white. This will ensure that the logo will print clearly and be legible.



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EPS	worldheritage_black.eps
JPG	worldheritage_black.jpg
PNG	worldheritage_black.png

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**WHITE**

The white logo should be used when placing the logo on a dark or colored background.

White versions of your logo need a transparent background, which is not supported in JPEG format.



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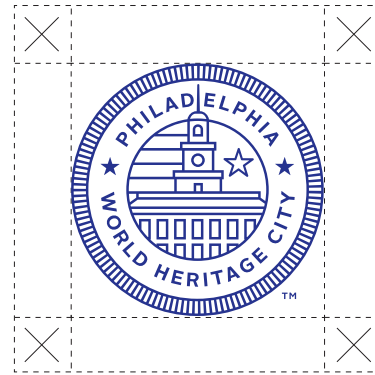
EPS	worldheritage_white.eps
PNG	worldheritage_white.png

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## CLEAR SPACE

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. **This ideal zone should be no less than the width of the two outer circles surrounding the seal.**

The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats.



## MINIMUM SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



Minimum width  
of logo  
.5 in



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PMS	199 C
CMYK	c7 / m93 / y90 / k0
RGB	r223 / g57 / b50
HEX#	df3932

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PMS	301 C
CMYK	c100 / m95 / y7 / k1
RGB	r39 / g51 / b144
HEX#	26338e

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PMS	109 C
CMYK	c0 / m20 / y100 / k0
RGB	r133 / g125 / b122
HEX#	ffd000

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PMS	310 C
CMYK	c0 / m20 / y100 / k0
RGB	r83 / g198 / b232
HEX#	53c5e8

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**COLOR COMBINATIONS**

The knockout version can be used against a color background when preferred.



The consistent application of a limited number of fonts will reinforce the brand and graphic identity and give communications a coherent look.

**Alright Sans Regular** can be used for body copy, while **Gotham Medium** and/or **Bold** are best for headlines.

**Arial** can be used when **Alright Sans** is not available.

Aa

Alright Sans Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789

Aa

Alright Sans Bold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmnop**  
**qrstuvwxyz**  
**0123456789**

Aa

Arial Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789

The new logo has been developed to provide flexibility for a variety of designs and media. Always use the approved digital art. The logo should never be recreated, reset or recolored.

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### **DON'T STRETCH THE LOGO**

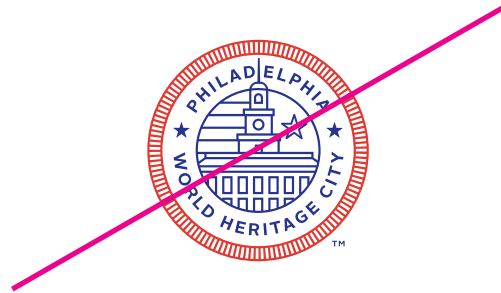
Make sure the logo proportion is correct. Don't stretch the elements.



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### **DON'T SWAP ICON COLORS**

The logo should always be used in a single color.



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### **MAKE SURE THE FULL COLOR VERSION IS READABLE ON A COLOR BACKGROUND**

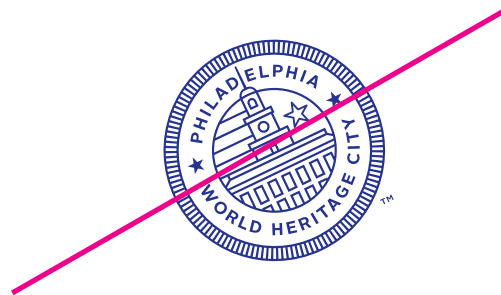
Contrast is important for readability. Using the knockout version of the logo is best on color backgrounds.



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### **DON'T ROTATE THE LOGO**

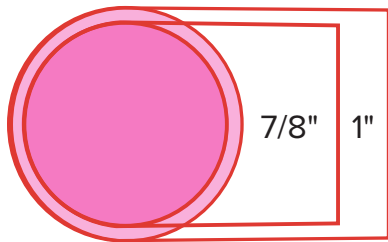
The logo should always remain upright.





## Buttons

When placed on buttons the logo should have a 1/8" margin and may be used in any approved color combinations.



**LETTERHEAD**

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Size: 8.5in x 11in

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Color: 2/0

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Bleed: No

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Stock: Accent Opaque White Smooth 70lb Text

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**ENVELOPE**

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Size: #10

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Color: 2/0

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Bleed: No

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Stock: Accent Opaque White Smooth Comparable

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**BUSINESS CARD**

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Size: 3.5 x 2in

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Color: 2/2

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Bleed: Yes

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Stock: Accent Opaque White Smooth 100lb Cover

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**THANK YOU CARD**

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Size:

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Flat: 5.5in x 8.25in

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Finished: 5.5in x 4.125in

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Color: 2/0

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Bleed: Yes

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Stock: Accent Opaque White Smooth 80lb Cover

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**THANK YOU ENVELOPE**

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Size: A2

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Color: 2/0

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Bleed: No

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Stock: Accent Opaque White Smooth Comparable

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**NOTECARD**

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Size: 4in x 9in

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Color: 2/0

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Bleed: Yes

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Stock: Accent Opaque White Smooth 100lb Cover

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For questions regarding Global Philadelphia Association or the world heritage city status, please contact:

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**Zabeth Teelucksingh**

*Executive Director*, Global Philadelphia Association

[zabeth@worldheritagePHL.org](mailto:zabeth@worldheritagePHL.org)

215.851.8112

For questions regarding the Philadelphia World Heritage City logo, design, or implementation of the Philadelphia World Heritage City brand please contact:

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**Cara Cox**

*Senior Designer*, J2 Design

[ccox@j2made.com](mailto:ccox@j2made.com)

267.479.2244